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COUNTY OF SAN BERNARDINO
**WORKFORCE
INVESTMENT BOARD**

COUNTY OF
SAN BERNARDINO



WORKFORCE INVESTMENT BOARD
DEPARTMENT OF WORKFORCE DEVELOPMENT

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Annual Report **2012
2013**

COUNTY OF
SAN BERNARDINO



WORKFORCE INVESTMENT BOARD
DEPARTMENT OF WORKFORCE DEVELOPMENT

Envisioning a Vibrant Economy with a Skilled Workforce

2012 2013 ANNUAL REPORT



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MESSAGE FROM THE CHAIR

ON BEHALF OF THE COUNTY OF SAN BERNARDINO WORKFORCE INVESTMENT BOARD, I AM PROUD TO PRESENT OUR 2012-2013 ANNUAL REPORT.



Tony Myrell
Chair, County of San Bernardino
Workforce Investment Board

The County of San Bernardino Workforce Investment Board’s goal is to create workforce solutions that deliver excellent job opportunities to our residents. By partnering with area businesses, educators and government, the Workforce Investment Board is identifying in-demand sectors, designing programs with local training organizations and colleges, and matching the county’s unemployed with well-paying

jobs. The board’s efforts have aided in lowering San Bernardino County’s unemployment rate from 14 percent in 2010 to 10 percent in 2013.

Many job seekers served by the Workforce Investment Board’s programs have a powerful life changing story to share. Albert’s happy ending came with a new beginning.

At age 60, Albert, was an experienced groundsman for the Veterans’ Administration in Barstow. Between the intense labor and extreme temperatures, Albert knew he couldn’t continue much longer but didn’t know how to start a new career.

Albert’s story is common. Many in a similar situation, whether short on skills, experience, or information, face joblessness and poverty. With the

help of the Workforce Investment Board no-cost programs, residents are given resume and job search help and trained for in-demand industries. With proper training, they are able to fill the workforce needs of area businesses. This fosters a culture of economic growth and leads to increasing job opportunities in San Bernardino County.

When Albert heard about these no-cost programs offered by the Workforce Investment Board, he visited an Employment Resource Center where staff helped him identify and train for a career in mechanical and solar technology.

He shares, “At 60 years of age, my job prospects seemed slim. I needed a change of profession but did not know where to start. After training with the County of San Bernardino Workforce Investment Board, I immediately found a job in the solar industry. This old dog has learned some new tricks!”

The innovative workforce solutions in the following pages are developed by some of the area’s brightest business leaders who make up the County of San Bernardino Workforce Investment Board. Members of the board volunteer countless hours to strengthen our local workforce, close the skills gap, and train residents for in-demand industries.

Their dedication, passion and knowledge are putting people like Albert to work in San Bernardino County.

WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE MEMBERS



Jon Novack
WIB Vice Chair



William Sterling
Treasurer/Fiscal
Committee Chair



Rod Hoover
Immediate Past Chair



Phil Cothran
Business Resource
Committee Chair



Mike Gallo
Economic Development
Committee Chair,
CWIB Member



Audrey Matthews
Legislative Committee
Chair



Logan Olds
Youth Council Chair



Joseph Williams
CWIB Member

COUNTY OF SAN BERNARDINO WORKFORCE INVESTMENT BOARD

The County of San Bernardino Workforce Investment Board (WIB) is a policy-making entity empowered by the Workforce Investment Act of 1998 (WIA) to educate and train local workers and support businesses.

On behalf of the County of San Bernardino Board of Supervisors, The San Bernardino County Local Workforce Investment Board guides the following:

- Administration and oversight of local Workforce Investment Act funding for adults, dislocated workers, and youth
- Supports programs that build the skills of the County’s workforce
- Creates the Strategic Plan aligned with the Governor’s and California Workforce Investment Board objectives
- Aligns WIA services with the county vision of creating a vibrant economy with a skilled workforce
- Operates three American Job Centers of California
- Identifies and understands the workforce investment needs of local businesses and job seekers
- Commissions independent research studies to identify top demand job sectors in the local economy and to objectively evaluate the return on investment of its programs

MISSION STATEMENT

“The County of San Bernardino Workforce Investment Board *DEVELOPS* and *PROMOTES* economic and employment *OPPORTUNITIES* for businesses, employees and job seekers by *UNDERSTANDING* emerging economic trends, *LISTENING* to employers, *CREATING* partnerships and providing services in a *CARING* manner.”

WORKFORCE INVESTMENT BOARD MEMBERS

Aaron Baker	Dennis Clarke	Larry Flood	John Hardell	Bob Lemley	Audrey Mathews	Dan Nackerman	Susan Senior	Linda Stull
Lance Bauer	Phil Cothran	Thomas Flournoy	Rod Hoover	John C. Lewis	Carl Mendenhall	Patricia L. Nickols	Henry Shannon	Gabriel Vallarreal
Frank “Bud” Benson	Jose De La Cerra	Mike Gallo	Lowell King	Brooks Lockhart	Bill Moseley	John Novack	Richard Sierra	Jonathan Weldy
Kenneth Boshart	Michael De LaRosa	John Gauthier	Terry Klenske	Peggy Long	Tony Myrell	Logan Olds	Jennifer Silvestri	Joseph Williams
Lionel Chadwick	Richard Edwards	Ray Gonzalez	Steven Lantsberger	Wilfred L. Marshall	James Na	Leslie Rodden	William Sterling	

San Bernardino County is home to a fast-growing \$96 billion economy built upon a diverse base of industries ranging from international trade to manufacturing and professional services. On its own, the County's economy would rank 48th in the world, placing it among the top quarter of all nations. Its assets include numerous colleges and universities that support a strong, qualified workforce. The County of San Bernardino is:

- Strategically located in the heart of Southern California
- Encompasses more than 20,000 square miles of diverse geography and extensive natural resources
- The largest geographic county in the contiguous United States
- Comprised of 24 cities and multiple unincorporated areas
- The fifth largest population in California with more than two million residents
- Driven by a unified county vision developed by its residents, employees, industry sectors and the County Board of Supervisors

DEPARTMENT OF WORKFORCE DEVELOPMENT

The County of San Bernardino Department of Workforce Development operates programs under the guidance of the Workforce Investment Board, funded by the Department of Labor's Workforce Investment Act.

Strategically located throughout San Bernardino County, the American Job Centers of California are in the East Valley Region, West Valley Region and the High Desert Region of the County. They provide a comprehensive array of services, helping job seekers build careers and helping businesses maintain employment.

WHY THE SAN BERNARDINO COUNTY WORKFORCE INVESTMENT BOARD WORKS

The County of San Bernardino Workforce Investment Board is made up of a majority of private sector business owners who have their finger on the pulse of the local economy. The Workforce Investment Board is an integral part of the County's vision and capitalizes on the diverse skills of its residents by developing a trained workforce.

The County of San Bernardino Workforce Investment Board has developed the following strategic plan to implement innovative programs to meet the needs of the local and regional labor markets:

- Identify the high demand employment sectors and develop training in these areas to create career pathways for county residents
- Assist businesses with avoiding layoffs by providing efficiency training and developing the skills of their incumbent workforce
- Develop regional partnerships and collaborations with other agencies to offer braided services to the businesses and residents of the County of San Bernardino
- Operate the American Job Centers of California in the County of San Bernardino



The Business Services Unit serves the business community in San Bernardino County to support the retention of jobs and maintain employment opportunities for the customers who use the American Job Centers of California.

- Customized recruitment services
- Access to a large pool of screened job applicants
- Customized training programs
- On-the-Job Training funds
- Provide tax credit information
- Customized labor exchange services
- Resource library with more than 1,000 business-related titles, business development software and online resources
- Access to the services offered by the Small Business Administration and other partners

LABOR MARKET SURVEYS

- 6,151 total business visits
- Conducted labor market surveys with 2,396 businesses
- Provided valuable information on employment trends, business plans and concerns within the local business community
- Identified employment sectors with growth potential
- Provided a local perspective for training and workforce development
- Developed 11,145 job openings to post to online job board www.csb-win.org
- Held 130 customized recruitments for businesses

ON-THE-JOB TRAINING

The San Bernardino County Workforce Investment Board is recognized as a top provider of On-the-Job Training opportunities among WIBs nationwide.

- Developed 214 successful On-the-Job Training contracts
- Reimbursed employers for up to 50% of their new hire's wage while in training
- Allowed job seekers to obtain new skills leading to permanent employment

JOB FAIRS

- 6 job fairs held throughout the County
- 6,752 job seekers attended
- 326 employers participating offering 3,788 jobs

LAYOFF AVERSION

- The Workforce Investment Board continued its successful layoff aversion strategy to assist companies that were at risk of closure or reductions in employment. It provided experts to help businesses by improving productivity, reducing costs and operating more efficiently
- The Workforce Investment Board has partnered with the California Employers Association to provide employers in San Bernardino County with access to a Free Human Resources Hotline

WORKSHOPS

- Hosted 16 business workshops
- 429 businesses attended
- Topics included branding/marketing, labor law updates, human resources, process improvement, business basics, leadership and strategy plus many more

RAPID RESPONSE

- Responded to 25 businesses that were reducing their workforce or closing
- Assisted 1,637 laid-off workers with finding employment



In 2012, MedRevenu Inc. faced a large hurdle; immense demand but not the immediate resources to hire and train a team to meet that demand. Because MedRevenu employs a unique recruiting methodology, it hires for attitude and trains for skill. This often requires a longer training period. With an average company growth of 50 percent over the last four years, MedRevenu was finding it difficult to allot new employees the time necessary for proper training.

When the WIB presented its no-cost On-The-Job (OJT) training program to MedRevenu founder John Alvarez, he recognized the program could help with expansion. OJT allowed the company to continue growing quickly while training employees to the highest industry standards.

With assistance from the WIB, MedRevenu was able to offset initial costs and hire three of their last 10 employees with help from the OJT program. The program helped MedRevenu double in size in 2012.

“The WIB is highly commended on their quick response and ability to promote job openings to quality individuals” “We are sincerely appreciative that the WIB is able to connect businesses with job seekers.”

Jennifer Santos, President ServiceMASTER Clean ®

“TXD International is very appreciative of the support from the WIB in assisting with consultant services. Our company was struggling to keep up with growing customer demand and the WIB consultants provided us with Lean Training thereby assisting us in retaining sales of \$30,000.”

Armando Estrada, Director of Purchasing & Corporate Secretary

“We would like to thank the WIB for all the resources and guidance our company has received and needed over the last few months. This program has helped us save three at-risk jobs and potentially add new employees during these tough economic times.”

David R. Hines, CEO/President Progressive Energy Solutions, Inc.



The San Bernardino County Workforce Investment Board operates three regional American Job Centers of California located in the East Valley (San Bernardino), West Valley (Rancho Cucamonga), and High Desert (Victorville)

The American Job Centers of California (AJCC) offer employment resources, support services, and training for our local businesses and county residents. The AJCCs are uniquely positioned to support local customers during times of economic growth or decline in San Bernardino County by providing the assistance required to meet changing workforce needs.

NO-COST SERVICES OFFERED BY THE AJCCS INCLUDE:

- Job training
- Job placement
- Job search
- Career counseling
- Skills and aptitude assessment
- Occupational training
- Resume writing
- Interview training
- Access to computers, printers, telephones and copy machines

AMERICAN JOB CENTERS OF CALIFORNIA

- Total visits = 75,101
- Total number of clients who received training = 1,731
- Clients who received intensive services = 14,992
- Internal job referrals made = 27,832
- External job referrals = 66,556
- Job openings posted to online job board = 11,145
- On-the-Job Trainings = 214 countywide
- Developed 214 successful On-the-Job Training contracts
- Reimbursed employers for up to 50% of their new hire’s wage while in training
- Allowed job seekers to obtain new skills leading to permanent employment programs

VETERANS SERVICES

Priority of Services: The WIB’s partnership with Veterans Services has resulted in a streamlined and expedited enrollment process for veterans seeking job search and training assistance at the AJCCs.

- 794 veterans enrolled into our Adult and Dislocated Worker programs
- 142 Veterans received training services
- 443 Veterans received intensive one-on-one services

SUCCESS STORIES:

Lloyd Patrick Hill is a veteran of the US Navy, a committed family man and involved member of his community and until recently unemployed for over 2 years. The WIB through coordinated and comprehensive services including “California Operation Welcome Home”, Disabled Veterans Outreach Program, Veterans Intensive Program and the full range of services from WIA were able to assist Mr. Hill and he recently accepted a full-time job offer from California Industrial Maintenance in a position with career potential and a starting wage of \$14.00 per hour.

After being laid-off from long term employment *Fernando Zuniga* tried the traditional approach to job search, but was not seeing results. After attending seminars offered by the WIB and working one-on-one with a WIB advisor updating his resume and participating in mock interviews, Fernando was offered employment at a salary of \$58,000 per year. “I would highly recommend the WIB for their professionalism, understanding and dedication to those who are unemployed.”

Ted was laid off in 2009 from his position as an architect and project manager. Although he had years of experience, the companies that were hiring were looking for certification that he did not possess.

Ted found his way to the WIB. After discussing his predicament with a staff member, he was referred to Project Management Professional training program. The WIB’s supportive services provided him with transportation assistance while he trained.

After successfully completing his certification, Ted is now working for Architects Orange in project management making more than \$35 per hour.

The year-round Workforce Investment Act Youth Program offers training and employment opportunities to those between the ages of 17 and 21 in San Bernardino County

The Workforce Investment Board collaborated with 13 youth service providers to assist 1,245 youth develop the skills needed for successful careers. Partners included local school districts, community based organizations, regional occupational programs, businesses and social service agencies. The program provided young adults with the avenues and support necessary to enhance professional and personal growth and independence.

SERVICES OFFERED BY THE WORKFORCE INVESTMENT ACT YOUTH PROGRAM INCLUDE:

- Tutoring and study skills training
- Instruction leading to completion of high school
- Alternative high school opportunities
- Summer employment and work experience
- Occupational skills training
- Leadership opportunities
- Support services
- Mentoring
- Comprehensive guidance and counseling
- One year of follow-up services to ensure continued success



YOUTH SUCCESS

The WIA Youth Program success is determined by three measures, placement in employment or education, attainment of a degree or certificate, and literacy/numeracy gains San Bernardino County has exceeded these measures in the most recent results:

- Employment or Education = 406
- Attaining a Degree/Certificate = 454
- Literacy/Numeracy Gains = 392

SUCCESS STORIES

Born to a family of eight, Candice Fedrick experienced a childhood of foster care, homelessness, and abuse. In high school, she got pregnant and after leaving her abusive boyfriend, chose to raise the child alone.

Candice wanted to go to college for nursing but could not afford to attend. Realizing she instead needed to find a job immediately, she attended a job fair. There she met a coordinator from Goodwill Industries, a County of San Bernardino Workforce Investment Board youth provider. The coordinator encouraged Candice to enroll in the program. Motivated, Candice immediately joined the program and began to work toward her goals.

Candice shared, “Throughout the program, I could see how my skills were being built. I learned how to dress professionally, how to talk to people, and how to build my resume. It helped me get a start.” She continued, “I wanted to be a registered nurse, but I didn’t have the money. The County of San Bernardino Workforce Investment Board gave me the chance to join a certified nursing program that has helped me get on the career path to being a registered nurse one day.”

Today, Candice is working as a certified nursing assistant and volunteers at a career resource center. “It’s hard for me because I’m a single mom, but I have found a job! I’m going to make it because I know I always have the Workforce Investment Board’s support. I now know that I’m equipped with the skills I need to find and keep a job.” Candice Fedrick

“The WIB helped me take the next step towards my future. It helped me build more goals with the opportunity no one else gave me”
Alexandro Alvarez

“Through the WIB’s youth program I received work readiness skills that helped me gain employment. While in the program I’m very proud to say I have also received my GED! Without the help of the WIB Youth Program, I would not have received my GED or have a job. I want to thank you for helping me move closer to my dream of working in law enforcement.” Jasmine Silva

When Sierra Robel entered the WIB Youth Program at 17, she was homeless and looking for a job with no experience. After participating in the LifeSkills projects and work experience provided by the program, she was permanently hired full time as a childcare assistant. She now has a home of her own, a car and a job!

“Take the pearls of wisdom and the help that your WIB mentors give you and wear them.”
Amanda Reyes

“I entered the foster care system at the age of 3 months. I was raised by my grandma while other relatives were in and out of jail and prison. By high school graduation, my grandma was so ill that I became her caregiver. As I cared for her, I had no other goal in mind. After learning about the WIB youth program, I was provided with a career mentor who met with me weekly. I completed a Certified Nursing Assistant (CNA) program and was able to save enough money to buy a car. I started working full time as a CNA and I am now living in my own apartment.

The most surprising thing I learned through the WIB program was how much perseverance I have. I can do ANYTHING now. I’m excited to continue my education, advance in my job and motivate all those around me to do the same.

Thank you to the WIB for this opportunity that you have given me and my family.” Chardae Gant

“If the WIB program had not taken a chance on me, I would most likely be in the streets, in jail or dead! Instead, I have vocational certifications, a great job and a terrific future ahead of me.”
Raymond Keaton



The San Bernardino County Workforce Investment Board continues to develop partnerships and collaborations with agencies to develop the next generation of entrepreneurs, community leaders and skilled employees.

ACCOMPLISHMENTS THIS YEAR:

- Partnered with Barstow Community College to develop curriculum for industry specific training for renewable energy projects
- Collaborated with the Probation Department and the Reentry program on the AB109 Program to offer re-education, job leads, and opportunity to those being released from incarceration
- Awarded a second round of OJT National Emergency Grant funding which placed 55 unemployed individuals in an opportunity to train in a new trade resulting in 38 full time permanent employments
- Collaborated with Job Corps, providing On-the-Job training to 15 young adults
- The WIB participated in the Desert Regional Consortium, *A Regional Framework for Doing What Matters for Jobs and Economy* to help select demand industry sectors for the region
- Participated in the Inland Empire Veterans Collaborative to network and share resources to improve access to services for veterans and their families
- Participated in the Inland Empire Disabilities Collaborative to network, gather information, resources and services for individuals with disabilities



GRANT COLLABORATIVES

The Workforce Investment Board began to strategically meet with internal County departments and regional educational institutions to discuss the need for collaboration in preparing grant proposals, identifying resources, and bringing much needed funding into the county to meet the educational, supportive service and employment needs of residents and businesses. As a result two groups were formed:

TEAM ADVANTAGE

Team Advantage is a group of county department representatives that work together to discuss interagency collaboration and resource maximization.

THE COLLEGE WORKFORCE COLLABORATIVE

This is a group that represents regional educational institutions interested in collaborating and partnering on grant proposals and increasing communication among educational institutions to identify training specialties and best practices.



AB109 DAY REPORTING CENTERS

As part of the Public Safety Realignment Implementation Plan adopted by the Board of Supervisors on September 27, 2011, the San Bernardino County Workforce Investment Board has partnered with the County Probation Department to provide on-site employment services to Post Release Community Supervision clients at the Day Reporting Centers. Located in the West Valley, East Valley, and High Desert regions, WDD has one Workforce Development Specialist on-site in each office to address the employment needs of the program participants.

Services to Post Release Community Supervision participants include: Employment and career counseling, employment workshops, individual assessment, job search and job placement assistance, vocational training, and job readiness.

The WIB services to this population include:

- AB 109 participants seen by Advisors: 1,198
- Workshops/Seminars Presented: 150
- Employments: 75

SUCCESS STORY

"My name is Rodney E. and I was released from prison in July 2012. I learned of the WIB through my Probation Officer. I met a WIB Advisor who is an enthusiastic, positive minded individual who encouraged me and motivated me to seek my goal of full time employment. The WIB assisted me with a resume, instructions on the do's and don'ts in interviews, registration with employment agencies and some computer skills. It also afforded me time to be around people that wanted to do the right thing. I have been working since interacting with the WIB program. I have the job I want, the pay I deserve and have received awards from my employer. A lot of the things I learned there help me on an everyday basis. The WIB program has helped me with my freedom. Thank You!" Rodney E.

AGING AND ADULT SERVICES

Through the Senior Community Service Employment Program, the Department of Aging and Adult Services provides subsidized, service based training for low-income persons age 55 or older who are unemployed and have poor employment prospects.

Through an agreement with the WIB, the Department of Workforce Development provides assessment testing to find appropriate training and/or employment for these individuals. This collaboration has enabled both departments to pool resources and work together to better serve individuals in this important population.

- Assessments completed: 59
- Customers placed in work sites: 41

SUCCESS STORY

"Many older people like me who are newly re-entering the job market are clueless about the many changes that have taken place in the job search arena. I appreciated that the WIB program was attentive to my needs and immediately directed me to orientations and workshops to develop and enhance my job searching skills. The advisors were always available to answer my questions and provide guidance and encouragement that is invaluable. After only one week of working with Job Placement Specialists, their referrals resulted in a job offer in my career field. I am deeply grateful for the WIB's programs and recommend them as an essential service to our community." Vicki Mack

PARTNERSHIPS WITH LOCAL LABOR – APPRENTICESHIPS

The Department of Workforce Development worked with local labor organizations to assist individuals with tools, clothing, gas, and funding to join apprenticeship programs. Apprenticeship is a proven way to improve placements for job seekers looking for a sustainable career.

Through these partnerships, the WIB has assisted:

- Six veterans with \$6,000 in tools, uniforms and transportation assistance for positions with the Iron Workers Union
- Four customers with the Southern California Laborers Apprenticeship Local earning \$25.00+ per hour.
- One customer with the Teamsters Industrial Union earning \$25.00+ per hour.

WIB GOALS FOR 2013-2014



- Identify key community groups and associations in order to convene meetings to align common goals and resources for workforce activities
- Implement a successful branding/outreach campaign to deliver consistent messaging to the community, business, and industry about the LWIB and the LWIA One-Stop services and effectiveness
- Continue serving individuals with disabilities, disconnected youth, and other at-risk populations
- Continue to meet with economic development professionals countywide ensuring that the SBC-WIB is recognized as a preeminent partner for the delivery of services to business, and has the on-going support of city and county economic development officials
- Collaborate with industry education and youth serving organizations to develop pre-apprenticeships manufacturing programs for youth

COUNTYWIDE VISION STATEMENT

We envision a complete county that capitalizes on the diversity of its people, its geography, and its economy to create a broad range of choices for its residents in how they live, work, and play.

We envision a vibrant economy with a skilled workforce that attracts employers who seize the opportunities presented by the County's unique advantages and provide the jobs that create countywide prosperity.

We envision a sustainable system of high quality education, community health, public safety, housing, retail, recreation, arts and culture, and infrastructure, in which development complements our natural resources and environment.

We envision a model community which is governed in an open and ethical manner, where great ideas are replicated and brought to scale, and all sectors work collaboratively to reach shared goals.

From our valleys, across our mountains, and into our deserts, we envision a county that is a destination for visitors and a home for anyone seeking a sense of community and the best life has to offer.

Adopted by the San Bernardino County Board of Supervisors June 30, 2011

This WIA Title-I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

COUNTY OF SAN BERNARDINO BOARD OF SUPERVISORS



Janice Rutherford
Chair, Second District



Gary Ovitt
Vice Chair, Fourth District
Supervisor



Robert A. Lovingood
First District Supervisor



James C. Ramos
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